

APA Meeting Minutes – July 16, 2015

Present: Adria Arch, Jill Manca, Jane Howard, Stephanie Marlin-Curiel, Dave Ardito, Lorri Berenberg, Gabriella Eisner

Town Hall Annex Conference Room 1

- June meeting minutes approved
- Chairful 2015:
We sold 36 out of 76 chairs. We had much less expense this year compared to the other years; we did not pay for graphic design and we did not have live music. We paid for a Facebook ad, \$5 a day for 10 days, and this add reached 4000 people. We also had a table banner that cost \$30. Friday evening was a lovely community event, there were about 200 people.
Thank you notes from Vistaprint – Lorri and Jane will work together to write the notes to the people who bought chairs, gave donations, and to Za and to Artbeat for gift certificates.
Dave will make a spreadsheet of the people's choice award ballot email addresses.
Audience? We should try to get a sense of our audience to our events, so that we can use this data for grants and other initiatives in the future.

Amy Hoff, Amy Goldstein, Susan Doctorow, Mona Mandal, and Louise Dinsmore have volunteered to take on the Chairful program for 2016.

An idea is to have the event be only one or two days, rather than three days long. This would solve the pick-up issue. Another idea is to introduce the auction for the first night.

Financial Report:

Our bank balance is about \$10,000.

- Join the APA Facebook account with the Town of Arlington's page
- Public Art consultant for Mass Ave Project. We have asked three people to submit proposals: Received Ricardo Barreto and Jean Mineo; we are waiting for Cecily Miller's. The meeting with Adam is July 21st at 11am – Dave, Jane, Lorri, Stephanie, Gabriella, Martina, and Adria plan to be there.
An idea for what a piece of artwork might look like is a to have one permanent, iconic artwork that could stand for Arlington.
- Moving forward with APA – Still looking for a co-chair.
Get the community more involved – looking forward to the years ahead maybe put out calls for proposals and APA can be a support for the realization of these projects.
Dividing up the jobs so that we have a Treasurer, a Social Media, and a Chair of APA. The roles could be a two year appointment.

- Next meetings will be:
(Potentially meet August 20th at 9am)
September 10th 7:30pm – we should try to put out a call to residence to join APA
October 8th 7:30pm
November 12th 7:30pm
December 10th 7:30pm
- Youth Initiative: Martina is the coordinator. She will check in with Dave, Adria and Thomas Hartl on a monthly basis.
- Transformer Box project: complete for this year. Next territory is East Arlington.
- Town Day is September 12th from 10am – 3pm. Share the table with Vision 2020. Circulate a sign up sheet for volunteers to be there.
- Arlington Public Art inventory: Will Sullivan is the new intern for ACAC (Arlington Commission on Art and Culture) and he is putting together an inventory of public art so that we have a record to contact people and so that we know what materials are involved for maintenance and restoration.
- Kevin has donated the Swan for 2 years, until 2016. More discussion should take place so that it becomes a more permanent feature. Cost of the purchase of Kevin Duffy's swan of \$6000. Suzanne McLeod, artist of the Mastodon from Art Rocks Spy Pond exhibition went to the Historical Society and they said they would exhibit it but not buy it. The cost of the Mastodon is \$500. These discussions need to be carried on this coming year, and it should be on the agenda.

ANNOUNCEMENTS:

We now have a poet laureate Miriam Lavine and she will be hosting poetry readings Tuesdays and Thursdays.

There is a new group Friends of Robbins Gardens that will address the gardens in Arlington and restore the fountains and gardens around Town Hall.